

The Genly “Boost Your Demo Set Rates” Worksheet Template

1 **User Story** - create a believable persona of the end user who would benefit from using your product or service

2 **Map Pain Points** - what 3-5 problems does your end user have that your product/service could solve for them?

3 **Solution** - how will your product or service directly solve the pain points you already mapped?

4 Develop a Sales Pitch

Frame your conversation around the asset to create a purpose for the call (e.g. what compelled you to download our whitepaper?)

Create a meaningful conversation about one of the pain points you mapped (e.g. we speak to tons of office managers that are sick of the snack request sticky notes. Do you feel the same way?)

Introduce your product/service as the solution for the problem that was just discussed and get the user to be wowed by it

Convince the prospect to talk with an expert to learn more about how your product/service can [insert your unique solution]
